

[thankyouocean.org](http://thankyouocean.org)



# Thank You Ocean Campaign: Moving Forward

Presentation to the Monterey Bay National Marine  
Sanctuary Advisory Council

June 19, 2009

Amy Vierra  
California Natural Resources Agency




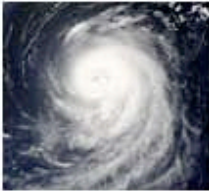
# Thank You Ocean home page

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## The Ocean Takes Care of Us, Let's Return the Favor ...

The ocean is a vital resource that provides food, water, commerce, recreation, medicine and even the air we breathe. Today, our ocean faces unprecedented threats from pollution, trash, declining fisheries and multiple impacts from climate change.





### THE MANY THREATS TO THE OCEAN


Unfortunately, our ocean faces unprecedented threats from pollution, trash in our oceans, declining fisheries and multiple impacts from climate change.


### YOU CAN MAKE A DIFFERENCE



Join the Thank You Ocean Campaign! The ocean needs our help and you can make a difference by committing to take action in your everyday life. Join us today in saying, "Thank You, Ocean!"

VIEW THE THANK YOU OCEAN VIDEO

VIEW THE BAY V.S. THE BAG VIDEO


SIGNUP FOR OUR E-NEWSLETTER


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The Thank You Ocean Video

The Bay Vs. The Bag Video

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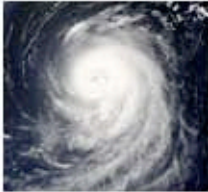
# Thank You Ocean home screen threat roll over

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### OCEAN THREAT #3 WATER POLLUTION


The largest source of contaminants in California's ocean comes from polluted runoff from our streets, parking lots, and golf courses. When it rains or you wash your car, the water picks up motor oil, trash, lawn or agriculture fertilizers and pesticides from the ground and sweeps them into the storm drain, eventually going into our creeks, rivers, and ocean. These pollutants — endanger marine life, human health and can lead to costly beach closures.


### WHAT CAN YOU DO TO HELP?



- Take shorter showers and install low-flow shower fittings.
- Never flush your out of date prescriptions down the toilet.
- Recycle used motor oil.
- Keep trash and chemicals out of storm drains. This includes pet waste. Storm water from storm drains flows into the sea carrying pollutants, which can lead to beach closures.

VIEW THE THANK YOU OCEAN VIDEO

VIEW THE BAY VS. THE BAG VIDEO


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The Thank You Ocean Video

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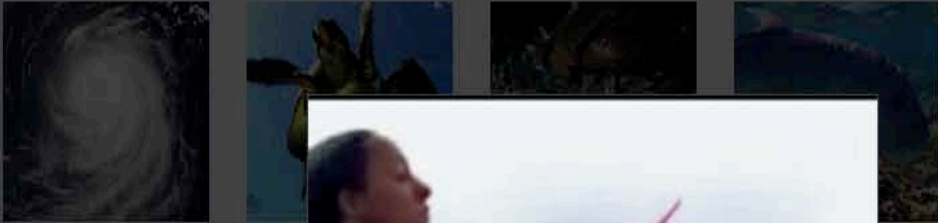
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3

# Thank You Ocean video pop-up


## The Ocean Takes Care of Us, Let's Return the Favor ...


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[VIEW THE THANK YOU OCEAN VIDEO](#)

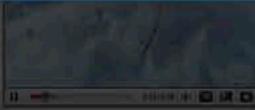
[VIEW THE BAY VS. THE BAG VIDEO](#)

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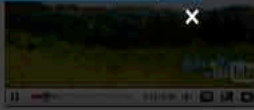
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The Thank You Ocean Video




The Bay Vs. The Bag Video




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# Threat: marine debris

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1,102,042 Bottle Caps Recycled since 1982

California Coastal Cleanup Day



Learn more about Marine Debris from the Ocean Communicators Alliance

Ocean Protection Council

NOAA Marine Debris Program

California Coastal Commission

Cordell Bank National Marine Sanctuary

COSEE-West

Environment California

Ocean Conservancy:

San Diego Coastkeeper

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Marine Debris

Beach buffs give back, litter by litter - The News Journal

COA celebrates Earth Day with Beach Sweeps - Atlanticville

Kenya's coastal waters in danger - Coastweek

Ships Using Caribbean Sea As Dumping Ground - Chief Engineer

Plastic Bags a Major Problem for Marine Wildlife - LiveScience.com

## Marine Debris

### What is Marine Debris?

Marine debris is any man-made, solid material that enters waterways directly through littering or indirectly via rivers, streams and storm drains. Marine debris can be simple items such as a discarded soda can, cigarette butt, plastic bags, or a lost fishing net that ends up in the ocean potentially harming marine life. Nearly 80 percent of marine debris results from land-based sources.

### You Can Make a Difference




With so much trash and litter entering our ocean every year, the problem of preventing and reducing marine debris is an urgent challenge that we must meet to preserve the health of our ocean. Business, government and individuals can make a difference.

- + Take Action Against Marine Debris
- + Where Does Marine Debris Come From?
- + Why is Marine Debris a Problem?

Marine debris kills marine animals, can leach toxic pollutants, carries endangered species, endangers human health and hurts business and tourism by polluting our beaches and coastlines.

Marine debris can injure and kill wildlife through ingestion and entanglement as birds, fish and mammals often mistake plastic and other debris for food. Many endangered albatross birds and chicks have been found dead with stomachs full of plastic, including bottle caps and cigarette lighters; some birds even feed plastic pieces to their young. Gray whales have washed ashore with plastic bags and sheeting in their stomachs. Sea turtles mistake plastic bags for jellyfish, one of their favorite foods. With debris filling their stomachs, animals have a false feeling of being full, and may die of starvation.


Common items, such as fishing line or nets, strapping bands and six-pack rings, also can hamper the mobility of marine animals. Once entangled, animals have trouble eating, breathing or swimming, all of which can have fatal results. Plastic debris poses an especially large problem, because it takes hundreds of years to break down. Plastic easily floats for hundreds of miles on ocean currents and may never fully biodegrade. Meanwhile, the debris may continue to trap and kill animals year after year.



Plastic debris also acts as a sponge for toxic, hormone-disrupting chemicals like Polychlorinated biphenyls (PCBs) and Dichloro-Diphenyl-Trichloroethane (DDT) that reside in seawater. NOAA is currently investigating the issue of plastic debris and these pollutants. Contaminant levels in some plastics are one million times greater than contaminants found in seawater. The chemical components of plastics themselves may also be a potential source of other toxins that find their way into the food chain.


In November 2008, the California Ocean Protection Council (OPC) adopted an ocean litter implementation strategy that identifies broad approaches that the state could take to eliminate marine debris. For more information about the strategy, please visit the [OPC Web site](#).

For downloadable resources about marine debris, visit the [NOAA Marine Debris Web site](#).




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5

# Podcasts

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## Thank You Ocean Report

The Thank You Ocean Report focuses on interesting and exciting California ocean topics such as marine mammals, the latest news on ocean health, timely ocean issues and fascinating ocean facts. Stories feature interviews with ocean experts, explorers, scientists, conservationists, government and business leaders. Listeners learn about ocean activities and recreation, surfing, fishing, boating, and the many ways we all can thank the ocean through conservation and stewardship.

### West Coast Governors' Agreement on Ocean Health Update

June 15th, 2009

West Coast Governors' Agreement on Ocean Health Update: Hide Player | Download (90)

The West Coast Governors' Agreement on Ocean Health includes a 26-point action plan which was released in July of 2008. California's Secretary for Natural Resources Mike Chrisman gives us an update on what's been accomplished since then. *(Photo courtesy of the Governor's Office)*

- West Coast Governors' Agreement on Ocean Health
- California Ocean Resources Management Program
- Office of Governor Kulongoski, Oregon
- Washington State Department of Ecology

Tags: governance, ocean protection  
Posted in Uncategorized | No Comments »

### Ocean Protection Council

June 1st, 2009

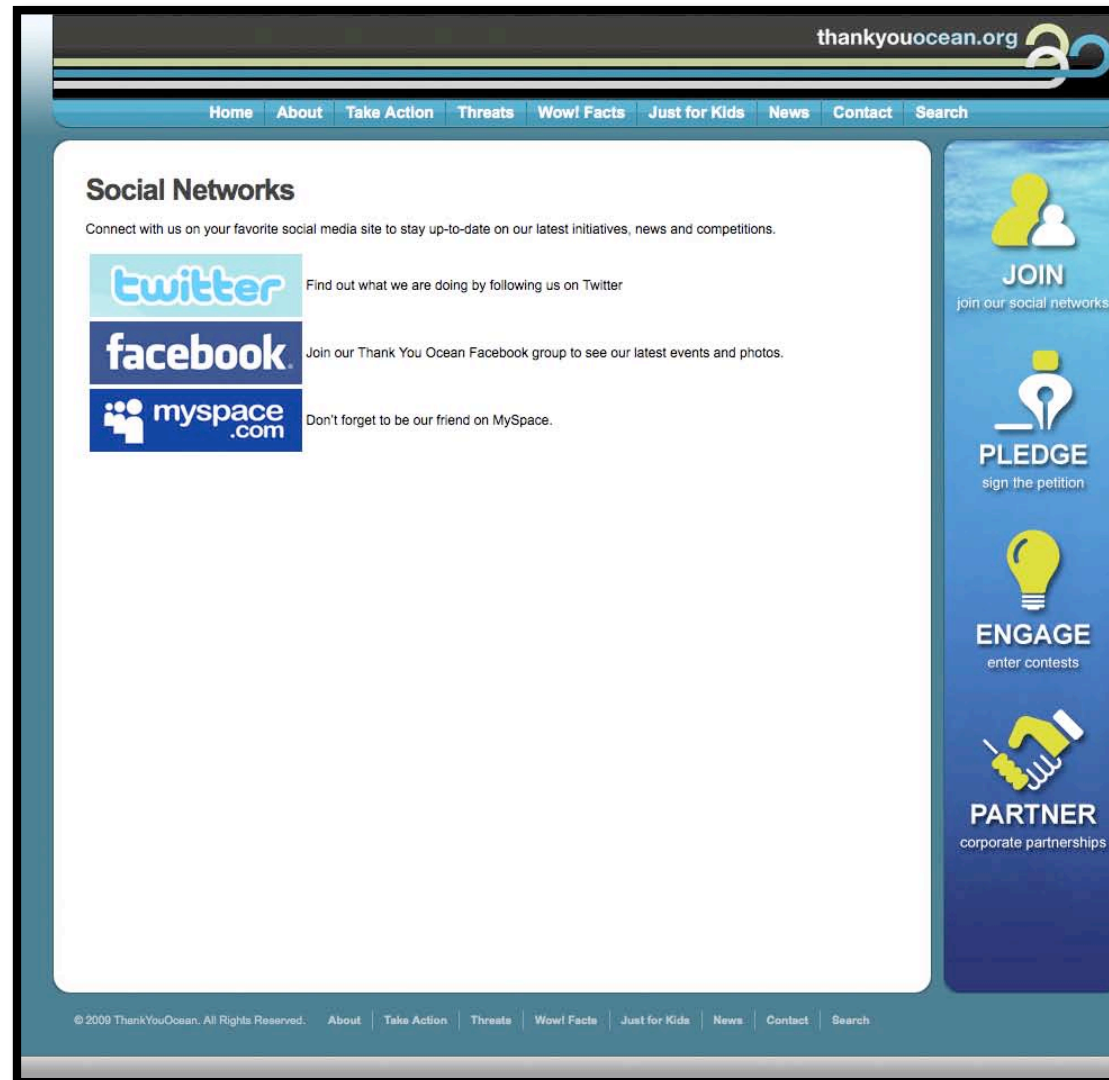
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# Take Action: social networks



# Social networks: Facebook

The screenshot shows the Facebook profile of 'Thank You Ocean', a public group. The page layout includes a top navigation bar with links to Home, Profile, Friends, and Inbox. The main content area is divided into several sections:

- Basic Info:** Identifies the group as an 'Organizations • Advocacy Organizations'. The description states the campaign's goal is to raise awareness and responsibility for the ocean in California. It also mentions the group's purpose is to help the ocean by sharing information and organizing events.
- Contact Info:** Provides an email address (info@thankyouocean.org) and a website (http://www.thankyouocean.org).
- Recent News:** Features a post from June 15, 2009, about a new podcast highlighting the West Coast Governors' Agreement on Ocean Health. It also mentions a new 'Thank You Ocean Report' podcast.
- Members:** Displays a list of 22 members, including names like Gohard Kuzik, Lauren Gilgen, Tim Hask, Cara Stewart, Keith May, Columba Culberg, Leslie Anne Chaffold, Nancy Collins, and Nancy Besscher.
- Group Type:** Specifies it is a 'Public Group' where anyone can join and invite others.
- Officers:** Lists Amy Spence Viora as the 'Group Coordinator' and Valeria Thomas as the 'Web Designer'.
- Admins:** Lists several administrators, including Tim Jomil, Bridget Soder, Cara Stewart, and others.
- Events:** Shows a post about a 'California Ocean Protection Co...' event on Thursday, April 13 at 5:00pm.
- Related Groups:** Lists other groups related to the ocean and environmental protection.

On the right side of the page, there is a 'Connect With More Friends' section with a Facebook 'f' logo and a 'Share' button.

# Take Action: Pledge

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## Pledge

10 Things You Can Do to Return the Favor

The ocean takes care of us. Now it's our turn to return the favor. Many people are overwhelmed by all of the problems our ocean faces and wonder how they can protect our ocean and coastal plants, animals and habitats for the future. Fortunately, there are simple ways you make a difference every single day. The 10 actions below are some of the ways you can show the world that you're committed to protecting the ocean.

- ☐ **Recycle used motor oil.** Don't let motor oil spill on the ground because rain will wash it into the storm-water drains, and from there out to sea, where it can harm or kill marine life. Always recycle used motor oil at your local gas station, auto parts store or wherever you get your oil changed. NEVER pour motor oil down any drain. Find an oil-recycling center near you: [click here](#).
- ☐ **Put garbage and recyclables in their proper place.** If not disposed of properly, plastics, Styrofoam and other garbage can enter our creeks and rivers and wash out to sea. These materials can choke marine birds and mammals, so dispose of them in the right way. Don't release helium balloons – winds often carry balloons far away where they can deflate and end up in the ocean. Sea turtles can choke to death after mistaking deflated balloons for edible jellyfish.
- ☐ **Carry and use non-disposal bags.** The most common litter found in the ocean is plastics. Instead of disposable plastic bags, carry and use your own reusable bag at the grocery and other convenience stores. In addition, pack your lunch – and your kids' lunches – in reusable, BPA-free plastic containers. BPA is a substance found in hard plastics thought to mimic hormones in our bodies.
- ☐ **Use reusable coffee cups and water bottles.** Each year, people use and discard more than 25 billion disposable coffee cups and bottles for water and soft drinks. Invest a few dollars in a travel mug and a water bottle. This step eliminates the thousands of disposable cups and bottles you would use, saves trees and oil, and makes certain that no disposable cups, bottles or plastic lids will end up in the ocean as marine debris or litter.
- ☐ **Cut up plastic six-pack rings.** If six-pack rings get into the marine environment, they can strangle marine birds, sea turtles and mammals. Cut up the plastic rings found on six-packs of soda and other beverages to eliminate this possibility. Better yet, choose to buy items that are not packaged with six-pack rings whenever possible.
- ☐ **Respect vulnerable marine life.** Tread lightly, or not at all, on tide pools and rocky shore habitats because you can crush the marine life that lives there. Keep your distance from sea birds, seals, sea lions, otters and other ocean wildlife as you could disturb their feeding or resting. If you see a marine mammal in trouble, report it to the [Marine Mammal Center](#). The [International Bird Rescue Research Center](#) can provide information on how to help an injured bird.
- ☐ **Maintain a healthy lawn and garden.** Excessive use of chemically based pesticides, herbicides and fertilizers can run off your lawn into storm drains and into the ocean. Use these chemicals responsibly according to the instructions or, better yet, change to organic products. Consider options such as less-toxic insecticidal soap as a pesticide before using a toxic one. Or plant a native garden that doesn't require lots of chemicals or water. For more information, see the [California Integrated Waste Management Board's](#) sustainable landscaping Web site.
- ☐ **Conserve water and use it responsibly.** The less water we use, the less runoff and wastewater will pollute our ocean. In addition, this leaves more water for coastal streams for salmon and reduces the need for converting ocean water to drinking water. Use a broom instead of a hose to clean your driveway and/or sidewalk. Take shorter showers, and turn off the faucet while brushing your teeth. For more tips, go to the [USEPA's Watersense](#) Web site.
- ☐ **Make smart seafood choices.** Buy seafood that you know is being harvested sustainably and doesn't contain heavy metals, such as mercury, that pose a risk to human health. Consult the [Monterey Bay Aquarium's](#) seafood guide that identifies the best choices to make to help preserve these fish stocks for future generations.
- ☐ **Don't flush kitty litter.** Cats can host a deadly pathogen, called *Toxoplasma gondii*, which appears to contribute to nearly 40 percent of the mortality in California sea otters observed in the past several years. Dispose of kitty litter in trash receptacles instead of flushing it down the toilet.

What is your Zip?

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# Take Action: contests

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## Contests

**Videos Wanted: Thank You Ocean challenges Californians to show their love for the ocean in a 30-second promotional video**

Thank You Ocean is looking for the next directing star. In our first-ever video contest, you can create your own Thank You Ocean viral commercial to convey the mission of the Thank You Ocean Campaign: "The ocean takes care of us. Let's return the favor."


The contest is our way of letting you tell the world how the ocean takes care of you and show how you're returning the favor. What do you thank the ocean for? Get creative and inspire your fellow Californians and ocean enthusiasts around the world!


The competition, which runs through **July 10, 2009**, will be judged by the Thank You Ocean Campaign team based on originality, creativity, appeal and how well it addresses the mission of Thank You Ocean. We will select one video to show on the site and announce through publicity efforts, including a news release, social media marketing and e-mail announcement.


Videos should be 30 seconds in length, a maximum file size of 100MB and be created in .wmv, .avi, .mpg, or .mpeg format. Please upload your video to YouTube and include, Thank You Ocean Video Contest, in the title and description.


Please email questions to [contests@thankyouocean.org](mailto:contests@thankyouocean.org)

Your Name	(required)
<input type="text"/>	(required)
Last Name	(required)
<input type="text"/>	(valid email required)
Phone	(required)
<input type="text"/>	(required)
Email	
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Title fo Video	
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Link to You Tube Version	
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Descriptions	
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# Take Action: Partnerships

The screenshot shows the website [thankyouocean.org](http://thankyouocean.org) with a navigation bar including Home, About, Take Action, Threats, Wow! Facts, Just for Kids, News, Contact, and Search. The main content area is titled "Partnerships" and includes sections for Corporate and Foundation Partnerships, Thank You Ocean Contributors and Supporters, and Corporate & Foundation Partnership Contact. A sidebar on the right contains four call-to-action buttons: JOIN (join our social networks), PLEDGE (sign the petition), ENGAGE (enter contests), and PARTNER (corporate partnerships).

thankyouocean.org

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## Partnerships

### Corporate and Foundation Partnerships

The Thank You Ocean Campaign offers creative partnership opportunities for corporations, foundations and major donors to educate the public about the importance of sustaining ocean life and to inspire Californians to practice ocean stewardship to combat the unprecedented threats facing the planet. For corporations, partnerships can be structured as corporate social responsibility collaboration or a co-branded marketing effort.

Programs range from supporting Thank You Ocean's marine debris abatement effort to our climate change public education campaign. These efforts include the use of television, radio, social media, public service messages and out-of-door communications. Supporters have an opportunity to help provide crucial education to the public and inspire millions to be better stewards of our ocean.

Your organization's support helps the Thank You Ocean campaign provide effective education about the benefits the ocean provides to us and identifies ways that each of us can help protect the ocean in our everyday lives. Join us in our effort to say, Thank You Ocean!

### Thank You Ocean Contributors and Supporters

The Thank You Ocean Campaign gratefully acknowledges the following corporations and foundations that have provided contributions that help us say Thank You Ocean!

- Ocean Protection Council
- Resources Legacy Fund Foundation
- Ernest F. Hollings Ocean Awareness Trust Fund
- Channel Islands Sanctuary Foundation
- NOAA Fisheries
- NOAA Offices of National Marine Sanctuaries
- NOAA National Ocean Service
- California Natural Resources Agency
- California Coastal Commission

### Corporate & Foundation Partnership Contact

To become a Thank You Ocean corporate or foundation sponsor, please contact:  
Tim Jemal  
Thank You Ocean Campaign  
(949) 600-7742  
[tim@jemalpublicaffairs.com](mailto:tim@jemalpublicaffairs.com)

### Support Us

- [Join Us](#)
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## Enhanced public-private partnerships

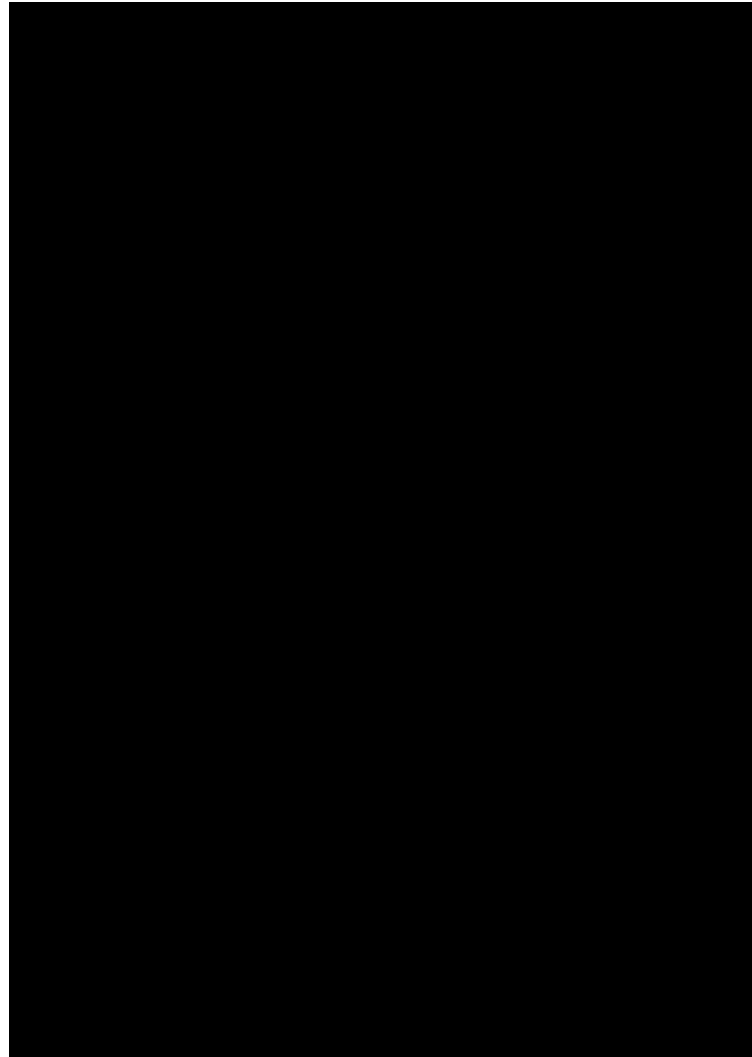
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- Targeted fundraising opportunities span
  - Federal and state appropriations
  - Businesses through CSR and marketing dollars
  - Family and private foundations
  - Individuals through microdonations
  - Retail-based through Web site store
  - Major gifts private donors

## Targeted outreach to Spanish-speaking community

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- California Coastal Commission grant to create Spanish-language version of web site
- Code Blue Foundation funding for a Spanish-language radio PSA



## NOAA Education Grants

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- Partnership between TYO and 4 aquaria
  - Birch Aquarium at SIO
  - Cabrillo Marine Aquarium
  - Aquarium of the Pacific
  - Steinhart Aquarium at the California Academy of Sciences
- \$1 million proposal for education activities around TYO's 4 threats to the ocean
- Culminates in June 2010 World Ocean Day celebration with radio PSA coverage in 4 aquarias' media markets
- Letters of support?